



Department of Administration Communications Plan 2005-2006

July, 2005

Guiding Value: Commitment to Communication

We ...

Believe that open, positive, and honest communication is critical to our employees, our customers, and the citizens of Idaho.

Department Goal:

Provide responsive, cost effective, and timely support services to Idaho's policy makers and public agencies.

Strategic communication activities (internal and external) will support/promote the following objectives in response to the Department Goal including:

Objective 1: Effectively serve Idahoans through the use of e-government.

- **Strategy:** Build statewide awareness and promote capabilities of Idaho's official web portal www.idaho.gov through external press releases and other internal media.
- **Strategy:** Utilize and promote **State Employee Portal** to disseminate information to employees and internal agencies.
- **Strategy:** Inform citizens and stakeholders of **Public Safety microwave system** modernization progress and benefits, leading to replacement of state's conventional analog two-way radio systems with digital trunked radio -- target completion date of 2013.
- **Strategy:** Support Office of **Administrative Rules** in informing internal and external constituency groups of streamlined operations and training sessions.

- **Strategy:** Provide, as requested, support to **Network Services** staff to communicate its efforts to improve the state's network reliability, capacity and security to stakeholders.
- **Strategy:** Promote Department's use of e-government applications through submission of innovative projects for consideration of professional association **IT Award Recognition**. (CSG, NASCIO, NASCA, etc.)
- **Strategy:** Promote Department and State's **IT innovation** through appropriate interviews and requests for response with national and regional e-government trade journals and magazines; and online news publications.

Objective 2: Optimize the taxpayers' real property and facility assets by judiciously managing the utilization, maintenance and leasing costs of buildings.

- **Strategy:** Support the Idaho Capitol Commission and the Division of Public Works through preparation and distribution of *Renewal News* newsletter, informing Statehouse tenants/employees of impending **Capitol restoration** activities.
- **Strategy:** Support DPW and the Department in its awareness efforts to **reduce energy consumption in state office buildings** by 2.5% at the end of FY 06, per Energy Savings Performance Contract efforts and implementation.
- **Strategy:** Support DPW in advising agencies of lease opportunities in **Borah Building**, in order to consolidate government functions near the Capitol Mall, reducing the need to lease space from the commercial sector in Boise.

Objective 3: Continue to update government's procurement processes and culture to interlink with evolving purchasing technologies for an outcome that serves the immediate needs of agencies and their citizen customers quicker, easier, and more cost effectively.

- **Strategy:** Build awareness of Department's **e-procurement processes** through established information mediums including Department electronic newsletters, intranet, Employee Portal, trade journals, and agency information outlets.
- **Strategy:** Provide information support to Division of Purchasing staff in building awareness toward the division's embracement of **contract management administration** and related reporting requirements and agency involvement.

Objective 4: Focus insurance management efforts on loss control, prevention, and wellness efforts while maximizing health/dental coverage within allocated funds for the benefit of our state workforce.

- **Strategy:** Support the Division of Internal Management Systems in its efforts to build awareness among state employees and retirees of the **value of their group insurance** benefits, contracts and funding mechanisms, and implementation of automated insurance system providing paperless self-service insurance services.
- **Strategy:** Develop specific Communications Plan for implementation in FY 06 to provide a multi-faceted communications effort to reach all stakeholders (employees, retirees and their dependents) regarding the **state health and benefit plan**. Support awareness efforts of **pilot Wellness Program** to be implemented in FY 06 in cooperation with the Office of the Governor.
- **Strategy:** Support DIMS in ongoing communication efforts by assisting in preparation of an annual report on the status of **employee benefits program** for employees, retirees and elected officials (both executive and legislative). Assist in promoting semi-annual **information workshops** on employee benefits at strategic locations around the state.

Objective 5: Maintain at least a “Highly Satisfactory” rating (24 out of 30 possible points) from the Department’s annual Customer Satisfaction Survey.

- **Strategy:** Working with Administrators and Department Director, provide appropriate communications **tools and activities** to support specific strategies as identified in the Strategic Plan to maintain or increase overall customer satisfaction in the Department as reflected in the Customer Satisfaction Survey.
- **Strategy:** Support efforts in redesign of the **Department’s website** for better functionality and consolidated functions, making online services and information simpler to locate, navigate and use.

Objective 6: Provide increased training opportunities to enhance the department’s human resources asset.

- **Strategy:** Promote and build awareness of current and potential **training and professional development** opportunities within the Department, in cooperation with the department’s Human Resource manager, and respective divisions.
- **Strategy:** Support Human Resource manager in promoting employees’ **security and safety awareness** through information workshops on the topics of “workplace and domestic violence”, “threat assessment” and “cyber security” implications and needs.

Objective 7: Continue to develop and increase employee communications and satisfaction within the Department.

- **Strategy:** Continue **Admin Bi-Weekly** and **Admin Bulletin** electronic newsletters for all employees. Update and provide timely and accurate information regarding department policies, organizational changes, employee news and activities, via the Department's Intranet.
- **Strategy:** Continue to support and promote activities of Department's **Workforce Development Committee** and build awareness of its informal and formal employee recognition programs, retention and developmental activities.

Objective 8: Develop financial reporting for all Department programs that will provide accurate, timely and analytical data to monitor budget variances by the 15th of each month for administrators and program managers, and to partner with them in providing sound oversight and compliance with set standards.

Measurement is to maintain accounts receivable turnover ratio at 45 days or less annually, and to average 15,000 transactions annually per DIMS financial specialist.

Communication Plan Components

Face-to-Face Meetings

In support of ongoing efforts to improve **Job Satisfaction** and the **Work Environment**, the following face-to-face meetings, at a minimum, should be conducted to ensure that all employees have direct access to information via their Supervisors and Division Administrators.

- **Staff meetings** with direct reports held at least twice a month or anytime there is a major personnel or policy change in the Division or Department. Staff will contribute to the meeting agenda and the meetings will be a forum for information update and open discussion.
- **Division meetings** held at least four times a year with Administrators and all employees.
- **Department meeting** should be conducted annually, budget permitting.

Department Text/Print/Electronic Communications

Efforts continue to bring **consistency in appearance and format** to the Department's numerous newsletters, brochures, etc., highlighting Division services to agency customers and citizens.

- ***Standardization of Department forms, worksheets, print publications:***
In conjunction with the redesign of the Department's website, department and division forms will be made accessible through the website. As a result, forms, worksheets, brochures, etc., will be re-formatted to reflect overall look and feel of the department's newly designed website and also for consistency of appearance. As part of this process, duplicate forms and dissemination methods will be identified.
- ***Publication Guidelines***
In conjunction with the Department's redesigned website, and in support of the Department's goal to serve as a *model for best practices* to state agencies, *Publication Guidelines* will be updated and formulated for use by divisions. These guidelines will provide direction regarding consistency in appearance of print and electronic materials, press release and media relations, use of graphics and standard department templates for reports, etc. The perception the department leaves through its publications and other information sharing resources, should signal to customers and employees that the Department of Administration is a professional, excellent, quality government agency.
- ***Admin Bi-Weekly***, the Department's electronic newsletter, was changed in early 2002 from weekly to bi-weekly issuances. Survey findings and informal feedback continue to show employees are very satisfied with the electronic newsletter.
- ***Admin Bulletin*** is issued on an *as needed basis* to announce specific policy and staffing changes or late-breaking information relative to overall Department operations. Both the ***Admin BiWeekly*** and as needed *Bulletins* will be prepared for posting to the department's Intranet, and employees will be notified by e-mail that the information is accessible.
- ***E-Mail information/alerts*** will be disseminated periodically by the Department Executive and Human Resources staff as well as Facilities Services for quickly providing information regarding (security, benefit/human resource notices, community service activities, etc), which may be of interest to all employees.
- ***Annual Report*** of the Department is published on-line with limited hard copies made available. The Office of Insurance Management posts all of its

publications, i.e., “Risk Management Advisor” “Benefit Focus” and IBHP newsletters and benefit manuals online. The State Employee Telephone Directory is also accessible on-line.

- ***Department Internet Website:*** In coordination with the standardization of all Department forms used by the various divisions to conduct business and gather information, an update of all information and its presentation on the Internet website will be undertaken during FY 05-06.
- ***Department Intranet Website:*** Following redesign and launch of the Department’s newly designed website in the fall of 2005, efforts will begin to determining required resources for revamping of department Intranet.
- ***State of Idaho Employee Portal:*** The Department, along with an increasing number of state agencies, continues to utilize the state Employee Portal for information sharing and dissemination. The portal is a major resource used by employees during the annual Open Enrollment period for making changes to health plan coverages.

Employee Feedback & Recognition – Workforce Development Committee

- Promote the *Workforce Development Committee* **employee recognition** programs and related activities as part of the Department’s efforts in the retention and recruitment of a quality workforce.

Department Commitment to Communication

The Department of Administration strives to create a leadership environment where all employees – not just managers – will exhibit leadership skills and qualities.

As a part of the Department’s Strategic Plan, “**Guiding Values**” are established to enable employees to be innovators and problem solvers, to serve customers better through their initiative.

A **formal philosophy and commitment to communication** appears within the “Guiding Values” of the *Strategic Plan* and is reinforced by its prominent display in the Department’s *Policy and Procedures Manual/Handbook* and the ***Employee Orientation Program***.

Discussions about communication roles and responsibilities will be held during the orientation process for every new employee.

It remains the responsibility of each employee to take advantage of all the employee communication tools available to him or her.

Performance Reviews

The State of Idaho **Performance Management Program** reflects accountability for effective communications in its *Performance Standards* for all Supervisory/Management.

Those standards include:

- **Communications**
- Customer Focus
- Managing Performance
- Results Focus
- Work Environment/Safety

Performance management establishes a year-round partnership between employee and supervisor while creating a shared understanding about what is to be accomplished and how it is to be done. Continuous communication provides feedback and documentation to the employee about his or her work.

(Revised July 2005)